

## MERIT BOX RESEARCH

### Sales Simulation

- Eligibility - 225 low tar king size non-menthol smokers of which 75 are Merit smokers and 150 are other low tar smokers.
  - 150 full flavor king size non-menthol smokers.
  - Quota for age and sex.
- Field work - Begin interviewing the end of February in three markets.
- Design
  - 1. Screen for eligibility.
  - 2. Predisposition to specific cigarette brands including Merit.
  - 3. Show portfolio of ads - there will be 2 portfolios, one for low tar smokers and one for full flavor smokers.
  - 4. Obtain communication of three ads including Merit Box ad.
  - 5. Select 2 brands off store - shelf.
  - 6. Give respondents 2 packs of Merit Box and 2 packs of Merit Soft to take home and try.
  - 7. Callback and obtain reaction to each and preference.

### HTI Product Test

Identified test placed among:

- 500 Merit smokers king size non-menthol.
- 400 full flavor cross-section.
- 400 Low tar (4-13 mg.) cross-section.

Telephone Callback.

2045789681